

FALL FASHION SHOW DAY.

NUMBER OF OUT-OF-TOWN PEOPLE HERE FOR FASHION SHOW DESPITE RAIN.

Merchants Have Windows Attractively Decorated and Much Enthusiasm is Being Elicited by Occasion

Fall Fashion Show Day dawned with dark gloomy skies overhead, but notwithstanding the inclement weather the day has elicited much interest. It takes more than a combination of rain and wind to dampen the ardor and enthusiasm of the merchants of Sumter and their many customers. Despite the inclement and threatening weather there were a large number of people from out-of-town here for the festivities of the show day and the merchants had their store windows decorated in a manner calculated to please all. The tickets for the fashion show in the Opera House tonight were going rapidly, and at some indications were that all would be sold before night. The lunch counter of the Civic League was doing a big business and the other restaurants were pleased with their large trade. The merchants were kept on their toes displaying their large stocks of new goods and everybody seemed happy, even if it did rain and as many customers as were expected did not come.

The Civic League was happy at the success of their efforts in inaugurating the affair and at the prospects of a beautiful harvest of silver coin tonight to help them in their work for the coming year, work which they have been doing for many years. This work is of all kinds of charities, and especially turns to the beautifying of parks in the city.

Some of the merchants who have especially decorated their windows for the day in a pleasing manner, worthy of mention are:

Schwartz Bros., a beautiful evening dress window in yellow, and one in royal purple, where coats, suits, hats and dresses are on display.

V. M. Phelps a display of package, canned and bottled goods.

At D. J. Chandler Clothing Company, R. Smoak, has arranged a beautiful evening dress display in one window and a showing of business suits in the other.

The Sumter Dry Goods Company has a fine and handsome dresses window.

A well designed shoe window on one side of their doorway and on the other hats and clothing are placed in a manner calculated to catch the eye of the passers by.

The Cash Dry Goods Company has displayed clothing, suits, shoes and other dry goods.

Heaton's has a neat assortment of school goods on display in his window. Pencil, pens, boxes for them, tablets and note paper tempt the school boy or girl.

Shaw & McCollum have some handsome cloths, suits and waists in one window and shoes in the other.

The Ladies' Shop has displayed beautiful evening gowns and evening wear, tempting to the eye of the society girl or woman. In the other window a "Betty Wales" evening tea was in progress, a feature attraction of much interest to many.

The Wreck Store was more fortunate than other stores with its six show windows. Cloaks, hats, dresses for ladies and children, skirts and dresses, skirts and waists, children's cloaks and shoes were displayed in the windows.

W. H. Shelley & Son has handsome suites of furniture to attract the old or young housekeeper.

O'Donnell & Company has a special sale of coffee advertised in one window and canned goods displayed in the other.

The O'Donnell Dry Goods Company showed its men's clothing department goods in one window and general dry goods in the other.

Attractively designed windows, one to display shoes and hand satchels and the other suits, hats and other articles of clothing were features of J. M. Chandler's clothing store display.

McCollum Bros. displayed cloaks in one window and suits in the other. The goods were of handsome design and the windows were especially pleasing to the ladies.

Levy and Moses had bouquets of beautiful flowers in their windows to attract attention and to show off their display of good things to eat.

Stubbs Bros. showed shoes and hose in one window and hats and suits in the other, these being arranged in a style to catch the eye and appeal to the men.

Sibert's Drug Store had a tasty display of toilet articles in its show window.

W. A. Thompson showed some pretty tea sets and jewelry in his well arranged window.

Bultman shoe store displayed some tasty foot wear for men and ladies.

L. Alpert had attractive windows, general merchandise being shown.

FASHION SHOW IS SUCCESS.

OPERA HOUSE IS CROWDED TO CAPACITY TO WITNESS DISPLAY OF FALL FASHIONS.

Everybody Pleased with Showing Made by Six of Sumter's Leading Merchants—Marriage Scene is Display of Schwartz Bros. and D. J. Chandler Clothing Company—Stubbs Bros. and Ladies' Shop Have Madame Vogue Introduce New Models—Sumter Clothing Co. and Sumter Dry Goods Company Have House Party Scenes.

From The Daily Item, Oct. 5.

The Fashion Show, as an exhibition of the new fall styles of ladies and gentlemen's, boys' and misses' wearing apparel, was a success. Its success from the standpoint of the Civic League, who received something over two hundred and fifty dollars from admissions, was noticeable by the gleam in Manager Ryttenberg's eye, who evidently was wondering why he could not get such large audiences to attend good shows when he has them at the Academy. Its success from the audience's standpoint was demonstrated by the frequent and hearty applause and the fact that for three hours the audience sat and watched new style unroll and present itself before their eyes. Its success from the models' standpoint is harder to say, but it probably gave them a great deal of pleasure to wear so many different styles of fine clothes in one short forty-five minutes, and then they were helping the merchants and delighting the spectators. Its success from the merchants' standpoint was fully shown by the applause which the pretty gowns and styles elicited and the numerous congratulations which have been showered upon them ever since. Everybody was pleased and the Civic League made sufficient money to help them beautify lawns and parks for several months during the year, without mentioning the numerous other needs they have for funds.

The writer well knows that comparisons are odious, but how else can a mere man go about telling of the wonderful display of goods made by the Sumter Dry Goods, Schwartz Bros. The Ladies' Shop, the D. J. Chandler Clothing Company, Stubbs Bros., and the Sumter Clothing Company. The models, as it was worn by woman or man as the case might be, were too numerous to mention, much less describe and they did not remain on the stage long enough for one to get a full line on them, even if he did wish to describe them. Suffice it to say that there were goods and more goods, fine goods and handsomer goods, dresses and prettier gowns, and many a married man's heart was made sad that he could not buy all of those things for his wife, or at least such of them as she wanted and he wanted her to have, and many a single man took warning and decided that a wife would be a very expensive luxury in these war times, when the ladies were wearing such handsome and high priced gowns and suits.

The opening scene was a beautiful one. D. J. Chandler Clothing Company and Schwartz Bros. furnished the models and the garments for the models in this scene, they having been given the opening display of the evening. The display was a marriage scene. The preacher, Mr. James C. Bryan, stood before the improvised altar with his Bible in his hand, garbed in the correct clerical garments, as the bridal party entered from opposite doors. The bridesmaids crossed the stage so as to give a full display of their evening gowns, while the men were attired in the correct evening suits. The couple was "in the name of Schwartz Bros. and D. J. Chandler Clothing Company pronounced a well dressed pair" and the scene ended as, following the giving and receiving of congratulations, the pair made a dash to catch their train. In the bridal scene—representing Schwartz Bros. were Misses' Louise Carson, Ruby Koennecke, Mrs. Abe Wienberg, Mrs. M. W. Zemp, and Miss Alice Barnum, as bridesmaids, Miss Virginia Saunders, as maid of honor; Miss Mabel Bowman was the beautiful bride, of whom Mr. John B. Duffie became the very proud husband. Others representing the D. J. Chandler Clothing Company besides Mr. Duffie and Mr. Bryan were: Messrs. F. M. Richardson, S. K. Nash, Raymond Blanding, W. L. Whitehead, as groomsmen, and Mr. S. R. Smoak of the D. J. Chandler Clothing Company, as the bride's father.

The next scene was where the bride and groom were taking their train and dressed in traveling suits, as were their friends, who were busy tying up their baggage with old shoes, ribbon and the usual specialties which are calculated to draw attention to a newly married couple. All of the models were dressed in street dresses, making the scene attractive.

The third scene showed the happy young couple, returned from their

honeymoon, contentedly settled down in their new home. Their friends came in to offer congratulations, the costumes worn being the everyday home wear of the ladies and men.

The first part under the directions of Schwartz Bros. and D. J. Chandler Clothing Company was a very effective piece of advertising. The clothing was shown in an effective manner and not once was the name of the concerns mentioned save in marriage scene, yet everybody knew who and what those enterprising concerns were offering the public.

During an intermission Little Miss Ernestine Fante danced, her steps being varied and artistic, with a grace that was marveled at by those who watched her. Mrs. J. A. Schwerin in her beautiful soprano voice sang a selection, which was applauded heartily by all.

Later in the evening between acts, Mr. W. A. Bryan of the D. J. Chandler Clothing Company called attention to the various styles which were being worn this season, the models displaying the styles to the audience's view, as he pointed them out. He stressed the fact that all of them were from stock and were the kind the company had on hand for sale to the public. Besides the models already mentioned, Masters William Bryan, Guignard Wilder, Dwyer Barnum, Edward Falck and Little Miss Alberta Falck acted as models in displaying the boys' and children's suits.

Later in the evening during an intermission Miss Alberta Falck and Master Edward Falck recited several selections to the delight of all who heard them.

The second setting for the evening was an elaborate display of fall and winter clothing, Stubbs Bros. displaying the male attire and The Ladies' Shop providing the female garments for its models. The display was reviewed by Madame Vogue herself, Miss Natalie Norman, who was robed in a beautiful white garment trimmed with fur, holding her wand in her hand and giving her queenly sanction to the wearing of the garments by her female subjects, as they were presented to her, before her throne. None were turned down by the Queen of Fashion, as all were so beautiful that she was quite willing that her numerous subjects might adorn and be adorned by them.

Miss Mary Nash was the chief model for the Ladies' Shop, Vogue's first lieutenant, so to speak, and Mr. Julian H. Levy was the leading model for Stubbs Bros. Presenting Miss Nash to Madame Vogue each time the model came out wearing a new gown, and there were many of them, all beautiful. Other models for the Ladies' Shop were Misses Ethel Green, Pearl Seale, Mrs. Walter Boyle, Henrietta Boykin, Mabel Sparks, Cora Duffie and Alice Dixon. Miss Cora Duffie, as a school girl, made a special display of Betty Wales dresses, which are sold by the Ladies' Shop. For Stubbs Bros. Messrs. Miller Daniels, James Hood, F. O. Lawson, Julian Levy, Robert Griffin, J. C. Jolley and Harry Hoyt were the living models.

The scene was divided into three parts. In the first the fall suits and hats for street wear were shown by the ladies and business suits by the men; in the second scene Madame Vogue was at home, and the afternoon dresses and wraps were shown, the men wearing walking suits and overcoats. In the third and last scene the correct evening gowns of ladies and dress suits and wear of men were shown in a complete manner.

During an intermission Miss Keller rendered a delightful solo.

The Sumter Dry Goods Company and the Sumter Clothing Company staged the last act in the evening's performance. While we are not saying that the other models presented by the other business houses were not beautiful, as refers to the ladies, and handsome, as refers to the men, the models, in form and face, of the Sumter Dry Goods Company and Sumter Clothing Company would be hard to equal, for they were very attractive. Unfortunately the audience at his time had been in their seats for two hours and a half and many people were getting restless, as the hour became late. However, this part of the show was rushed through with rapidity and exactness which showed excellent training.

The models of the Dry Goods Company were Misses Susie Dick, Adele Bowman, Pauline Blanding, Sue Duffie, Blossom Nash and Adelle Pitts. Messrs. Keister Mack, Geo. F. Epperson, Jr., James Brower, Deuward Bultman Henry Cuttino and Harold McCoy represented the Sumter Clothing Company as well qualified models.

The first scene was a poudoir scene in which the ladies displayed the garments which they are wearing in the recesses of their homes this year, a feature very interesting to the male spectators in the audience. The ladies seemed on a house party and were all having a jolly time together talking about what pretty things they could get from the accommodating Mr. Clark at the Sumter Dry Goods. In each of the scenes which followed the conversation of the characters

seemed, most peculiarly enough, to be about what good clothes they could get from one or the other of these two places, the men from one and the women from the other.

The second scene showed the young couple waiting on the arrival of their guests for their house party. The guests soon arrived in traveling suits, ladies and gentlemen, with their grips and satchels and soon got down to having a good old friendly conversation.

The third scene was a reception given for the party, where all were enjoying themselves in various ways, their dresses being according to that prescribed by the dictates of the fall fashion guides.

Evening gowns and suits were worn in the next and final scene, where cards were being played and the fun was running high. However, the game was broken up by the arrival of a very important telegram telling of the big special display and sale of goods at the Sumter Dry Goods and Sumter Clothing Companies on the morrow, and the curtain went down as the members of the party departed for their rooms, each having in mind the kind of dress or suit he expected to choose for herself or himself on the succeeding day.

As stated above the gowns were beautiful and there were many "nifty" suits displayed, but each one cannot be described because of lack of time and space. If the reader does not know what it was all about, he or she should have been there himself, and it was hers or his own fault that he or she was not, he or she might ask some lady to tell him or her about it.

The Street Parade.

The fall fashion parade on Main street between 7 and 8 o'clock last night was attended by hundreds of Sumter people and other hundreds of people from out of town; who came in their cars to be present for the occasion. Everybody saw the handsomely decorated windows and were pleased with them.

The Sumter Motor Company, the Carolina Machinery Company and other automobile agencies demonstrated their cars on the street in a pleasing manner. Several school girls—excuse me, young ladies I should say—displayed Betty Wales dresses in an afternoon tea in the show window of the Ladies' Shop, a feature which attracted much attention.

The fashion show day was a success in every way and everybody was pleased with it, although it was to be regretted that the rain during the day prevented the coming of many out of town visitors, who would have been here had the weather been good.

Dance After Fashion Show.

The dance in the Elks' club last night after the fashion show was a social affair which was attended by a large number of young and old people, although there were not more than fifteen couples dancing in the hall. The music furnished by Metz's band was the best which the dancers have had here in a long time. The dancing commenced shortly after the fashion show was over and continued until 2 o'clock, all of those in attendance finding the occasion a most enjoyable one.

The Automobile Parade.

The automobile parade of about fifty cars on yesterday afternoon was a feature of the Fashion Show Day events which attracted no little attention. Not as many cars as had been expected joined in the parade, but there were still sufficient to make it quite a display. Many of the cars were decorated with banners of various mercantile establishments, while others merely carried the name of the agency which handled them.

A feature of the parade was the large number of Dodge cars in it. The Sumter Motor Company had sent out notices to all of the owners of Dodge cars that they would wash up the cars free of charge, if the owners would run their cars in the parade. Many owners took advantage of this opportunity to have their cars cleaned up free of cost and as a result there were about forty Dodge cars in the parade. There were also a number of Overlands. Of other cars, there were a variety, but not a sufficient number of any one make to be noticeable.

During the intermissions and previous to the beginning of the program of fashion events, Metz's band played selections which charmed the audience, the music being the best of its kind which has been heard in Sumter in a long time. Everybody was immensely pleased with the music and the Civic League was praised unreservedly for securing the services of the band.

Paris, Oct. 5.—The official Comique today announces the capture of nine heavy guns by the French near Morval on the Somme front.

French troops operating against Monastir on the Macedonian front cross the Tchernia river, occupying Buf.

BLEASE AS NEGRO'S FRIEND.

IS PRAISED TO SKIES BY COLORED PREACHER AND INSTRUCTOR.

Despite Protest on Part of Alumni, Former Governor Makes Speech at Opening of Allen University—Says He Has Always Sought to Give Negro Justice.

The State.

Cole L. Blease was the chief speaker yesterday at the opening exercises of Allen university, a large negro school in Columbia, despite the protest of Tuesday morning by alumni and former students, who petitioned President Mance and the faculty that the invitation be withdrawn, "as it will greatly embarrass our wives and daughters to have ex-Gov. Blease speak to them, since he has spoken so harshly in the courts and on the stump against the virtues of the negro women and the respect and decency of negroes in general."

Mr. Blease made no direct reference in his speech to this petition, but the Rev. W. D. Chappelle, D. D., bishop of the African Methodist Episcopal church in this State, who introduced the ex-governor as "the strongest white man in the State of South Carolina" and one whose pardoning record had removed all sting in things "said on the stump" was somewhat scathing in his denunciation of those who presumed "to dictate the policies of a great church." "Who are they, anyway?" Chappelle asked. Then in answer to his own query he remarked, "They aren't known outside of their own backyard." The harsh things said on the stump, the bishop observed, were only to tickle the ears of the voters and thereby gain their support.

Ten minutes were consumed by Bishop Chappelle in his speech of introduction, generously seasoned with superlatives.

In asking the ex-governor, he had sought, he said, to get the strongest man in the State. He had gone carefully over the records, careers and deeds of all governors of South Carolina, and Mr. Blease, he said, easily held first rank. Several pardon cases, where the former governor "by a single stroke of the pen set that negro free," were cited. One of these was that of a 14 year old negro boy sent up for life. The congressional controversy between the negro, George Washington Murray, of Sumter and a white man, Col. Moore, of the same district, was also reviewed by the bishop in all its ramifications. Later in his speech Mr. Blease reminded the bishop that it was he (Mr. Blease) who had made Murray the congressman from this State instead of the white man. Mr. Blease was then a member of the canvassing board and cast the deciding vote. "If I had got justice three weeks ago and if the board had been as honest" he said yesterday, "I would be the next governor of South Carolina." He had always sought, he said, to do justice to the negro, regardless of his color.

Much speculation had been engaged in by the negroes themselves as to the character of speech Mr. Blease would deliver, but the speaker throughout his discourse spoke guardedly and with moderation. He said he had been misunderstood by the negroes, whom he greeted as "my friends." In politics he had always urged that taxes negroes paid should go to the support of negro schools. School boards, he said, chiselled the negroes out of their just proportion when making apportionment for the schools of the two races. Christian citizenship was earnestly commended to the students of the school. "I don't make much profession myself. I have been so hounded, vilified and abused that I often go by my own church, refusing to enter, because I know that there are hypocrites and scoundrels at the communion table, who are a disgrace to God Almighty." The students were told to "aim high, tell the truth and to attain the ends of a worthy ambition honestly," and not by slipping books under the desks in the examination room or copying information from their cuffs.

Referring to the sentiment in the petition, by inference, Mr. Blease said he had never insulted "a colored girl." "I have never wronged any woman, white or black. Neither have I spoken a word of slander against any woman." A slanderer was denounced as "a most contemptible cur."

The ex-governor's attitude toward convicts was somewhat enlarged upon. He sometimes thought, he said, that all penitentiaries, jails and court houses might be abolished. What was the use of these and the church too, he asked his audience, that applauded his words with increasing volume, and punctured the unfinished sentences often with confirmation comment. An overruling Providence was held up as the mighty avenger of all wrongs, both political and spiritual, and certain political controversies were enumerated to sustain this assertion, the names of those wronged being artfully withheld.

In urging that the negro students hitch their wagons to a star, the race, just up from slavery, was cordially commended for its entrance into professions and the varied phases of commercial life. "You are coming into higher things," they were told. "They can't hold you back despite what I or any other man may say," he said, while the auditorium roared with cheers of approval.

B. W. Mance, president of the university, was reared in Newberry county, and the Newberry negro was the choice of Mr. Blease to head the State negro college at Orangeburg, when an attempt was made to oust Miller, the president of that institution, during the Blease administration. Mance himself took occasion at the conclusion of Mr. Blease's speech to deliver another laudatory speech in which he recalled the early efforts of Mr. Blease at the Newberry bar, "when Cromer and Johnstone and Schumpert and Welch and the late lamented Pope were the giants in the legal profession there." These had dwindled into the proportions of "mere pygmies" in comparison with Mr. Blease, before Mr. Blease was elevated to the governor's chair, Mance argued. The president of the school commended the examples of Mr. Blease and Bishop Chappelle to the students as worthy of emulation. Both, he said, were known throughout the United States and it was only through their zeal and adherence to worthy purposes that they had been able to carve their way through untoward circumstances.

MARKETING ASSOCIATION ENDORSED.

Concerted Action Necessary for the Prosperity of All Lines of Business.

Editor Daily Item.

The main object of organization is not to confine the associated efforts of a community or county to any one line of business or class of people.

That fact is perhaps best emphasized by the fact that the federation of trades unions consist of a number of different lines of industrial efforts, but embraces many different unions of labor.

Therefore the efforts of the Sumter Chamber of Commerce to combine the farmers, merchants and bankers, of three or more counties into a co-operative marketing association to intelligently dispose of cotton, livestock, grain, and other farm products are the best efforts yet put forth.

The merchant—the banker—the farmer are all inter-dependent upon each other in South Carolina, as elsewhere in the world. The man who produces an excess of farm products has to be furnished with markets in order to sell his excess products so as to get the cash or the credit whereby he does not himself produce.

When a farmer has products to sell, whether it be cotton, corn, hogs, butter, poultry, he must realize a living profit on his investment and his investment means the brains and energy he puts into his farm to produce the things his fellowmen need.

When the farmers have money they must spend it. When they spend money for necessities of life that means money in circulation among the merchants and manufacturers, and this money eventually finds its way into the banks in the shape of deposits.

It therefore stands to reason that when Congressman A. F. Lever speaks here next Monday, October the 9th, regarding the value of organizing a cotton selling association and organizing for co-operative marketing of all farm products, and the securing of a government expert cotton grader, every merchant and banker in Sumter, Lee and Clarendon counties who possibly can, should be here, shoulder to shoulder with the farmers to find out just what may be necessary to back up the farmers.

United and concerted efforts between the producer, the merchant, and the banker are essential in order for the Southern cotton producer and farmers generally to get what is their dues so that they will have that much more money to spend with the merchants and deposit with the bankers.

We should not longer stand apart, but should unite the forces of the mercantile, banking, and agricultural interests for the "greatest good to the greatest number," which is the only sensible method of doing business.

The Sumter Chamber of Commerce is a very democratic, but non-political organization, and it has democratizing influences and methods which do not appeal to the selfish individual who thinks that his way is the only way, and that all mankind should so work that the interests of a few are of more importance than the good of the majority of his fellow citizens.

I therefore, as a merchant, as one who, with many thousands of others derive their living from the tillers of the soil, sincerely trust that there will be a general gathering of farmers, bankers, and merchants to hear Congressman Lever next Monday.

S. L. Krasnow.

Sumter, Oct. 6.